

# European Enterprise Applications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *European Enterprise Applications* research provides a coordinated view of the applications field, which is undergoing rapid change, by combining software product-related research with coverage of the broader market opportunities and ecosystem dynamics. The research identifies strategies for revenue growth and positions competing enterprise application vendors in the marketplace. Furthermore, it dissects the buying dynamics and broader demand themes, such as ERP modernization, employee experience, digital supply chains, and new roles of back-office functions.

## Markets and Subjects Analyzed

- Enterprise resource management (ERM) applications
- Human capital management (HCM) and payroll applications
- Supply chain management (SCM) applications
- Enterprise application market evolution in Europe
- End-user solution spending trends and expectations
- Market opportunity and growth trends in the region
- SaaS adoption and ERP modernization strategies
- Country-specific dynamics by solution area
- Competitive environment and recommendations for vendors
- Small business enterprise application adoption and critical pain points to solve
- C-suite enterprise application priorities: CFO, CHRO and COO
- Vendor strategy assessments for the region
- Understanding changes in employee experience

## Core Research

- European ERM Applications Market Forecast
- European ERM Applications Competitive Analysis
- European SCM Applications Competitive Analysis
- European EPM Applications Market Forecast
- European Financial Applications Market Forecast
- European SCM Applications Market Forecast
- European HCM and Payroll Accounting Competitive Analysis
- European SCM Applications Market Forecast
- European HCM and Payroll Accounting Market Forecast

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Enterprise Applications](#).

## Key Questions Answered

1. What are the key ERP modernization archetypes and journeys for organizations in Europe?
2. How can enterprise applications vendors match the specific priorities of key buyers; e.g., CFO, COO, IT, and CHRO?
3. What future ERP concepts resonate with customers and what does that mean for vendors in Europe?
4. What is the impact of technology on employee experience and how does it help meet the challenges around diversity and inclusion?
5. What are the business application buying and decision dynamics among small businesses in Europe?
6. What is the competitive environment in Europe today and what are the recommendations for vendors?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the European Enterprise Applications including:

1C, Access Group, ADP, Advanced, AFAS, Anaplan, Aptean, Asseco, Basware, BlueYonder, Cegid, Comarch, Constellation Software, Cornerstone OnDemand, Coupa, DATEV, Deltek, EG, Epicor, Exact, FinancialForce, Haufe, IBM, IFS, Inetum, Infor, Iptor, IRIS Software, Jaggaer, MHR, Microsoft, Oracle, Personal & Informatik, ProAlpha, QAD, Sage, Salesforce, SAP, SAS, SD Worx, Sopra Steria, Swisslog, Teamsystem, TietoEVRY, Ultimate Kronos Group, Unit4, Visma, Wolters Kluwer, Workday, Xero, Zellis, and Zucchetti.